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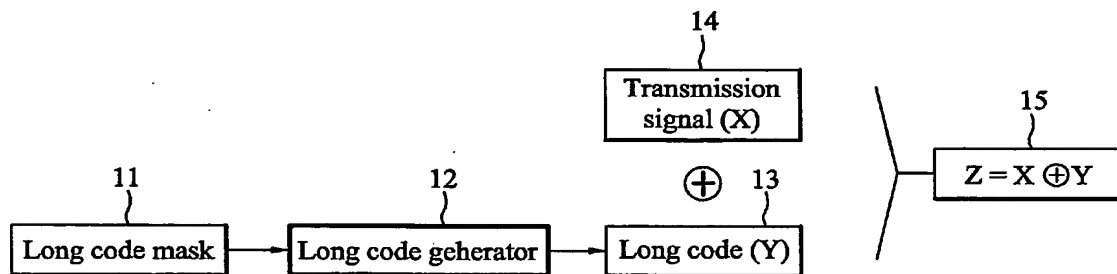
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(54) Title: METHOD OF GENERATING PLCM FOR BROADCAST/MULTICAST SERVICE AND APPARATUS THEREOF

## Background Art



(57) Abstract: A method of generating a public long code mask for a broadcast/multicast service and apparatus thereof are provided, by which, upon performing the broadcast/multicast service, an overhead of a base station or a mobile terminal can be reduced and a delay occurring in the base station or mobile terminal can be reduced. In a method of carrying out a broadcast/multicast service provided via a channel of a mobile communication system, the method includes steps of receiving a flow identifier indicative of the broadcast/multicast service; and generating, based on the received flow identifier, a public long code mask for the channel providing the broadcast/multicast service.

WO 2005/034531 A2